



SELECT YOUR EVENTS.  
PLAN YOUR YEAR.

# FIND EXPORT SUCCESS!

2014 **ACTIVITY CALENDAR**



**EXPORTER  
EDUCATION**



**MARKET  
ENTRY**



**MARKET  
PROMOTION**



Food Export–Midwest and Food Export–Northeast invite you to use our **2014 Activity Calendar** to plan and select events and activities to maximize your exposure in key markets. These events represent your best opportunities to increase sales in international markets.

**Plan now and REGISTER EARLY to secure your space! These events will sell out.**

UNITED STATES OF AMERICA	DATE	LOCATION	PRODUCTS
<b>BUYERS MISSIONS</b>			
Specialty Foods Buyers Mission at the Winter Fancy Food Show	Jan. 18-20	San Francisco, California	● ● ● ● ● ● ● ●
Northeast Buyers Mission	Jan. 26-31	Philadelphia, New York City, Boston	● ● ● ● ● ● ● ● ● ●
Frozen Food Buyers Mission at the American Frozen Food Institute Frozen Food Convention	Feb. 22-26	San Diego, California	● ● ● ● ● ● ● ●
Natural Products Buyers Mission at the Natural Products Expo West Show	Mar. 6-8	Anaheim, California	● ● ● ● ● ● ● ●
Pet Food Buyers Mission at the Global Pet Expo	Mar. 11	Orlando, Florida	● ● ● ● ● ● ● ●
Seafood Buyers Mission at the Seafood Expo North America	Mar. 15	Boston, Massachusetts	● ● ● ● ● ● ● ●
Food Service Buyers Mission at the National Restaurant Association Show	May 17-20	Chicago, Illinois	● ● ● ● ● ● ● ●
Sweets and Snacks Buyers Mission at the Sweets and Snacks Expo	May 19-21	Chicago, Illinois	● ● ● ● ● ● ● ●
Value-Added Feed Ingredients Buyers Mission at World Pork Expo	June 2-6	Des Moines, Iowa	● ● ● ● ● ● ● ●
Caribbean and Central American Buyers Mission for Retail and Food Service Products	June 3-5	Miami, Florida	● ● ● ● ● ● ● ●
Food and Beverage Buyers Mission at the Food Marketing Institute Connect Show	June 11-13	Chicago, Illinois	● ● ● ● ● ● ● ●
Food Ingredients Buyers Mission at the Institute of Food Technologists Show	June 21-22	New Orleans, Louisiana	● ● ● ● ● ● ● ●
Specialty Foods Buyers Mission at the Summer Fancy Food Show	June 28-30	New York, New York	● ● ● ● ● ● ● ●
Food Export Learn & Sell	Fall	Midwest Region	● ● ● ● ● ● ● ●
Natural Products Buyers Mission at the Natural Products Expo East Show	Sept. 17-19	Baltimore, Maryland	● ● ● ● ● ● ● ●
Value-Added Feed Ingredients Buyers Mission at World Dairy Expo	Sept. 30 - Oct. 3	Madison, Wisconsin	● ● ● ● ● ● ● ●
Convenience Products Buyers Mission at the National Association of Convenience Stores Show	Oct. 7-9	Las Vegas, Nevada	● ● ● ● ● ● ● ●
Private Label Buyers Mission at the Private Label Manufacturers Association Show	Nov. 16	Rosemont, Illinois	● ● ● ● ● ● ● ●
<b>CANADA</b>			
<b>FOOD SHOW PLUS!™</b>			
Food Show PLUS!™ at Canadian Restaurant and Foodservices Association Show	Mar. 2-4	Toronto, Canada	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Canada	April 2-4	Montreal, Canada	● ● ● ● ● ● ● ●
<b>TRADE MISSIONS</b>			
Focused Trade Mission to Canada for Retail, Food Service and Specialty Products	Feb. 11-13	Vancouver, Canada	● ● ● ● ● ● ● ●
Focused Trade Mission to Canada for Specialty and Natural Products	Sept. 2-4	Toronto, Canada	● ● ● ● ● ● ● ●
<b>MEXICO</b>			
<b>FOOD SHOW PLUS!™</b>			
Food Show PLUS!™ at ANTAD	Mar 11-14	Guadalajara, Mexico	● ● ● ● ● ● ● ●
Food Show PLUS!™ at Abastur <b>NEW!</b>	Aug. 25-28	Mexico City, Mexico	● ● ● ● ● ● ● ●
<b>TRADE MISSIONS</b>			
Focused Trade Mission to Mexico for Technical Food Ingredients	July 8-10	Mexico City, Mexico	● ● ● ● ● ● ● ●
Focused Trade Mission to Mexico for Snack Foods <b>NEW!</b>	July 30-Aug. 3	Mexico City and Guadalajara, Mexico	● ● ● ● ● ● ● ●
<b>CARIBBEAN, CENTRAL AMERICA &amp; SOUTH AMERICA</b>			
<b>FOOD SHOW PLUS!™</b>			
Food Show PLUS!™ at Exphore <b>NEW!</b>	May 5-8	Costa Rica	● ● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Brazil	June 24-28	São Paulo, Brazil	● ● ● ● ● ● ● ●
<b>TRADE MISSIONS</b>			
Focused Trade Mission to Panama for Retail and Food Service Products	May 2-4	Panama City, Panama	● ● ● ● ● ● ● ●
Focused Trade Mission to Colombia for Retail and Food Service Products	July	Bogota, Colombia	● ● ● ● ● ● ● ●
Focused Trade Mission to Colombia and Panama for Value-Added Feed Ingredients <b>NEW!</b>	July 21-25	Bogota, Colombia; Panama City, Panama	● ● ● ● ● ● ● ●
Focused Trade Mission to the Northern Caribbean for Retail and Food Service Products <b>NEW!</b>	Sept. 9-12	Kingston, Jamaica; Nassau, Bahamas	● ● ● ● ● ● ● ●

PLEASE NOTE: Dates and locations are subject to change and upcoming activities are pending funding from the USDA. All international activities are potentially Branded eligible. See Branded Program Manual for full details.

## CUSTOMER SERVICE TO SERVE YOU!

Visit [www.foodexport.org](http://www.foodexport.org) to get complete details and register online. Or call our Outreach and Customer Service staff to answer any questions.

### Food Export-Midwest Customer Service

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## WHICH ACTIVITIES ARE BEST FOR ME?

### FOOD PRODUCTS

- RETAIL PRODUCTS
- FOOD SERVICE PRODUCTS
- INGREDIENT PRODUCTS
- NATURAL PRODUCTS
- SPECIALTY/GOURMET PRODUCTS
- PRIVATE LABEL PRODUCTS
- SEAFOOD PRODUCTS
- PET FOOD/FEED PRODUCTS

EUROPE	DATE	LOCATION	PRODUCTS
<b>FOOD SHOW PLUS!™</b>			
Food Show PLUS!™ at SIAL Paris	Oct. 19-23	Paris, France	● ● ● ● ● ● ●
<b>TRADE MISSIONS</b>			
Focused Trade Mission to Poland for Retail and Food Service Products <b>NEW!</b>	Oct. 15-17	Warsaw and Gdansk, Poland	● ● ● ● ● ● ●
Focused Trade Mission to Turkey for Retail and Food Service Products <b>NEW!</b>	Nov. 11-13	Istanbul, Turkey	● ● ● ● ● ● ●
<b>SEAFOOD TRADE SHOWS</b>			
Seafood Trade Show at Seafood Expo Global (formerly the European Seafood Exposition)	May 6-8	Brussels, Belgium	● ● ● ● ● ● ●

MIDDLE EAST	DATE	LOCATION	PRODUCTS
<b>FOOD SHOW PLUS!™</b>			
Food Show PLUS!™ at Gulfood	Feb. 22-27	Dubai, UAE	● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL Middle East	Nov. 17-20	Abu Dhabi, UAE	● ● ● ● ● ● ●
<b>TRADE MISSIONS</b>			
Focused Trade Mission to the Middle East for Retail and Food Service Products	Nov. 21-26	Dubai, UAE; Jeddah, Saudi Arabia	● ● ● ● ● ● ●

ASIA	DATE	LOCATION	PRODUCTS
<b>FOOD SHOW PLUS!™</b>			
Food Show PLUS!™ at the Supermarket Tradeshow Japan	Feb. 11-14	Tokyo, Japan	● ● ● ● ● ● ●
Food Show PLUS!™ at FOOD EX	Mar. 3-7	Tokyo, Japan	● ● ● ● ● ● ●
Food Show PLUS!™ at Food Ingredients China	Mar. 25-27	Shanghai, China	● ● ● ● ● ● ●
Food Show PLUS!™ at Food & Hotel Asia	April 7-11	Singapore	● ● ● ● ● ● ●
Food Show PLUS!™ at SIAL China	May 12-15	Shanghai, China	● ● ● ● ● ● ●
Food Show PLUS!™ at Seoul Food & Hotel	May 12-16	Seoul, Korea	● ● ● ● ● ● ●
Food Show PLUS!™ at Food Ingredients Asia <b>NEW!</b>	Sept. 24-26	Jakarta, Indonesia	● ● ● ● ● ● ●
Food Show PLUS!™ at Asia Seafood Exposition	Sept.	Hong Kong	● ● ● ● ● ● ●
Food Show PLUS!™ at the China Fisheries and Seafood Expo	Nov.	Qingdao, China	● ● ● ● ● ● ●
<b>TRADE MISSIONS</b>			
Focused Trade Mission to Taiwan for Retail and Food Service Products	May 9-10	Taipei, Taiwan	● ● ● ● ● ● ●
Focused Trade Mission to Hong Kong for Food Service Products	June 3-5	Hong Kong	● ● ● ● ● ● ●
Focused Trade Mission to Vietnam for Retail and Food Service Products	June 6-8	Ho Chi Minh City, Vietnam	● ● ● ● ● ● ●
Focused Trade Mission to China for Food Service and Healthy Products	Aug. 11-15	Beijing and Chengdu, China	● ● ● ● ● ● ●
Focused Trade Mission to Korea for Bakery Ingredient Products	Aug. 25-27	Seoul, Korea	● ● ● ● ● ● ●
Focused Trade Mission to India for Retail and Food Service Products	Sept. 23-27	New Delhi and Mumbai, India	● ● ● ● ● ● ●
Focused Trade Mission to Japan for Specialty and Natural Products	Oct. 27-29	Tokyo, Japan	● ● ● ● ● ● ●
Focused Trade Mission to Korea for Specialty and Natural Products	Oct. 30-31	Seoul, Korea	● ● ● ● ● ● ●

**THE 2014 BRANDED PROGRAM IS UNDERWAY,  
SUBMIT YOUR PRE-QUALIFICATION TODAY!**



## ACTIVITY CALENDAR

Scan the QR code with your Smartphone to get up-to-date information on all Food Export events.

# Make your market.<sup>SM</sup>

Food Export-Midwest and Food Export-Northeast can help no matter where you are on your exporting path. Select the programs and services that are right for you. Let us help you take the difficulty out of exporting and seize opportunities in the right markets to build your brand and accelerate your sales!



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